



**USDA HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY**  
**Advertised Prices effective through December 25, 2007 - Western U.S.**

**December Holidays 2007**  
**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in \$/lb unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Arizona	Albertson's LLC	Butterball		1.29						
	Basha's	Jennie-O	1.39							
		Honeysuckle		0.99						
		Butterball		0.99						
	Fry's	Jennie-O	1.29	0.79						w/ store card
		Jennie-O	1.79	1.49						w/o store card
		Private Selection		0.79						w/ store card
		Private Selection		1.49						w/o store card
	Safeway	Butcher's Cut	1.29							
		Butterball		0.99						
		Jennie-O		1.92						oven-ready in bag
California Northern	Sprout's	Sprout's						1.49		
	Smart & Final	no label	1.29	0.99						w/ store card and \$70 purchase
	Smith's	Jennie-O	1.19							
		Private Selection		0.89						> 16 lbs. (tom)
	Sunflower	Sunflower						1.27		
	Super Target	Market Pantry		0.68						
	Lunardi's	Diestel						2.29		
	Nugget	Branigan's						3.29		
		Norbest							1.49	w/ store card
		Norbest							1.99	w/o store card
California Los Angeles Area	PW Markets	Norbest	1.49							
		Willie Bird							2.39	
	Ralph's	Zacky Farms	0.98							< 16 lbs. (hen)
	Safeway	Butcher's Cut	1.29							
		Butterball		0.99						
		Jennie-O		1.92						oven-ready in bag
	SaveMart	Butterball	1.59							
		Diestel								
		Foster Farms	1.49					1.89		< 16 lbs. (hen)
		Master Cut		1.19						< 16 lbs. (hen)
		Master Cut		0.99						> 16 lbs. (tom)
	Smart & Final	no label	1.29	0.99						w/ store card and \$70 purchase
	Sprout's	Sprout's						1.49		
	Albertson's	Jennie-O	1.29							
		Village Market		0.99						
	Jon's	Zacky Farms	1.39							
	Ralph's	Zacky Farms	0.98							< 16 lbs. (hen)
	Raley's	Nob Hill	1.69							< 16 lbs. (hen) broad-breasted
		Raley's	1.49							



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
<b>California</b> <b>Los Angeles Area</b> (continued)	Scolari's	Norbest	1.29							
	Smart & Final	no label	1.29	0.99						w/ store card and \$70 purchase
	Sprout's	Sprout's						1.49		
	Von's/ Pavillion's	Butcher's Cut Butterball	1.29	0.69						
<b>Colorado</b>	City Market/ King Soopers	Butterball	1.49	0.99						w/ store card
		Butterball	1.79	1.59						w/o store card
		Honeysuckle	0.99							w/ store card
		Honeysuckle	1.39							w/o store card
		Jennie-O		0.79						w/ store card
		Jennie-O		1.39						w/o store card
	Safeway	Butcher's Cut	1.29							w/ store card
		Butterball	1.29	0.99						w/o store card
		Butterball	1.69							oven-ready in bag
		Jennie-O		1.92						
	Sunflower	Sunflower						1.27		
	Sun Mart	Honeysuckle	1.39							< 16 lbs. (hen)
	Super Target	Market Pantry		0.68						
<b>Idaho</b>	Albertson's	Norbest	1.29							
		Honeysuckle	1.29							
		Butterball	1.69							\$2.00 off w/ store card
	Fred Meyer	Butterball	*							Save 3.00 w/ coupon; limit 1
	Rosauer's	Norbest	1.19							
	Safeway	Butcher's Cut	1.29							
		Butterball Jennie-O		0.99 1.92						oven-ready in bag
	Smith's	Jennie-O	1.19							
		Private Selection		0.89						> 16 lbs. (tom)
	Yoke's	Norbest	1.37							
<b>Montana</b>	Albertson's	Norbest	1.29							
		Honeysuckle	1.29							
		Butterball	1.69							\$2.00 off w/ store card
	Rosauer's	Norbest	1.19							
	Safeway	Butcher's Cut	1.29							
		Butterball Jennie-O		0.99 1.92						oven-ready in bag
	Smith's	Jennie-O	1.19							
		Private Selection		0.89						> 16 lbs. (tom)



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Nevada	Albertson's	Jennie-O	1.29							
		Village Market		0.99						
	Raley's	Nob Hill	1.69							< 16 lbs. (hen) broad-breasted
		Raley's	1.49							
	Safeway	Butcher's Cut	1.29							
		Butterball		0.99						oven-ready in bag
		Jennie-O		1.92						
	Scolari's	Norbest	1.29							
	Smart & Final	no label	1.29	0.99						w/ store card and \$70 purchase
New Mexico	Smith's	Jennie-O	1.19							> 16 lbs. (tom)
		Private Selection		0.89						
	Sunflower	Sunflower						1.27		
	Von's/ Pavillion's	Butcher's Cut	1.29							
		Butterball		0.69						
	Albertson's LLC	Butterball		1.29						
	Safeway	Butcher's Cut	1.29							
		Butterball	1.29	0.99						w/ store card
		Butterball	1.69							w/o store card
Oregon		Jennie-O		1.92						oven-ready in bag
	Smith's	Jennie-O	1.19							> 16 lbs. (tom)
		Private Selection		0.89						
	Sunflower	Sunflower						1.27		
	Albertson's	Norbest	1.29							
		Honeysuckle	1.29							
		Butterball	1.69							\$2.00 off w/ store card
	Fred Meyer	Butterball	*							Save 3.00 w/ coupon; limit 1
	Haggen's/ Top Food	Jennie-O	1.29							w/ store card
		Jennie-O	1.79							w/o store card
		Li'l Butterball	1.49							w/ store card
		Li'l Butterball	1.99							w/o store card
	QFC	Mary's Northwest						1.89	1.29	
	Red Apple	Jennie-O		1.99						oven-ready in bag
	Rosauer's	Norbest	1.19							
	Roth	Norbest	1.49	0.99						
		Shelton's						2.49		
	Safeway	Butcher's Cut	1.29							
		Butterball		0.99						oven-ready in bag
		Jennie-O		1.92						



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
<b>Oregon</b> (continued)	Thriftway OR	Norbest		free						< 16 lbs. (hen) w/ ham purchase
		Norbest	1.49	0.99						
		Mary's						1.69		
		Foster Farms	1.49							
<b>Utah</b>	Albertson's	Norbest	1.29							\$2.00 off w/ store card
		Honeysuckle	1.29							
		Butterball	1.69							
	Harmon's	Family Pride		0.99						w/ store card; limit 2 w/o store card w/ store card; limit 2 w/o store card
		Family Pride		1.49						
		Norbest		0.99						
		Norbest		1.49						
	Macey's	Norbest		0.89						
	Smith's	Jennie-O	1.19							> 16 lbs. (tom)
		Private Selection		0.89						
	Super Target	Market Pantry		0.68						
<b>Washington</b>	Albertson's	Norbest	1.29							\$2.00 off w/ store card
		Honeysuckle	1.29							
		Butterball	1.69							
	Fred Meyer	Butterball	*							Save 3.00 w/ coupon; limit 1
	Haggen's/ Top Food	Jennie-O	1.29							w/ store card
		Jennie-O	1.79							w/o store card
		Li'l Butterball	1.49							w/ store card
		Li'l Butterball	1.99							w/o store card
	Metropolitan	Mary's						2.29		
		Northwest	1.49							
	Mollie Stone	Mollie Bird						2.19	1.79	
		Willie Bird						2.59		
	PCC Natural	Diestel						2.29		
	QFC	Mary's						1.89		
		Northwest							1.29	
	Red Apple	Jennie-O		1.99						oven-ready in bag
	Rosauer's	Norbest	1.19							
	Safeway (south WA)	Butcher's Cut	1.29							oven-ready in bag
		Butterball		0.99						
		Jennie-O		1.92						
	Yoke's	Norbest	1.37							



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Source: USDA AMS Poultry Market News and Analysis (202) 720-6911 [pymn@usda.gov](mailto:pymn@usda.gov)